

# Is it time for a business development coach?

By Gary Mitchell; Managing Director, GEM Communications Inc.

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So you are serious about building your practice. You have started to think about how to go about that and maybe even started working on business development tactics, but you are not sure how to approach it or where to get started. Is it time to get a business development coach?

## Do you have what it takes to be coached?

There's no point entering into a coaching program until you're ready. And you will know when you're ready. It'll look something like this: You have thought about or even begun to create a business plan for your practice or practice group and have even tried a few business development tactics, but you're not seeing the results you wanted or hoped for. You have the will and the desire to succeed. You will do what it takes to build your practice. You are tired of wasting your time on marketing with little or no results. You want to take your practice or your firm to the highest level. Enter the coach.

## When you're ready to think of your practice as your own business, you have what it takes to be coached.

Think like an entrepreneur. If you are within a firm, you have the opportunity of leveraging the brand or your firm and all that comes with it; history; expertise; reputation; other lawyers; market prominence. Your practice is like a franchise of your firm.

## When you hire a coach, expect to work with them for at least three to five months, or longer.

For those of you who have ever hired a personal fitness trainer or coach, you understand what I am talking about. It takes a few sessions for your relationship to develop. Then there is a bit of a learning curve where you may be practicing some new skills. You may even hit a couple of roadblocks and your coach will help you through them. You will

enjoy the personal attention and focus you will receive from your coach, and he or she will be there to act like a mirror to your actions and decisions. A coach can help you become strategic with your approach and efforts. A coach can offer you support and motivation to help you attain your targets and goals. A coach can help you build in discipline to your already hectic schedule. Are you ready?

## Here is what you can expect:

More business; increased focus; increased awareness of business development and networking opportunities; increased confidence; increased organization and time management skills = better use of time; improved conversation skills; expanded network; the ability to be strategic in your approach and efforts; and the list goes on and on depending on your skill level and your determination to succeed.

## ***When you're ready to think of your practice as your own business, you're ready to be coached.***

## When you are ready to 'go it alone', you will know.

You will be confident, motivated and knowledgeable about the right direction and approach, and the tactics involved to achieve your goals. Your business development skills will be second nature to you and you will have learned to trust your instincts.



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## **Is it time for a business development coach?**

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### **Who should be coached?**

In all cases the lawyers that I work with are all excellent lawyers, valuable to the firm, and the firm wants to help them supercharge their careers. This type of support is not for the weak or fledgling. This type of training is for the high achiever that wants to use every possible tool at their disposal in order to succeed. And, this type of training can be modified to meet the individual needs of lawyers at various stages of their careers as long as they have the will to succeed. By the way, I've been working with a coach for the last two years. And I still am. I look forward to my sessions every week!

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